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ADDENDUM TO REQUEST FOR PROPOSALS FOR DEVELOPMENT AND DELIVERY OF RESOURCES AND SERVICES TO SUPPORT CCEE COMMUNICATION ACTIVITIES

ISSUED BY:

The California Collaborative for Educational Excellence (CCEE)
and the Marin County Office of Education (MCOE),
Administrative Agent for the CCEE

RFP ADDENDUM is being issued to extend the RFP.

The RFP closing date has been extended from January 13, 2025 to May 1, 2025.

All other terms and conditions of RFP remain unchanged.

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The California Collaborative for Educational Excellence (“CCEE”) and the Marin County Office of Education (“MCOE”), as the CCEE’s Administrative Agent, invite qualified organizations (“Respondents”) to submit proposals (“Proposals”) in response to this Request for Proposals (“RFP”). Proposals shall comply with the requirements set forth herein. The CCEE/MCOE is not required by law to use an RFP process but has elected to do so for the particular services described herein in order to seek qualified parties who meet the unique service needs of the CCEE.

I. Timeline

Activity	Date
Release of Request for Proposals	Friday, August 2, 2024
Deadline for Submission of Questions	Monday, August 12, 2024 at 4:00 p.m. PST
Responses to Questions	Friday, August 16, 2024
Review of Proposals Begins	Monday, August 19, 2024
Proposals Accepted Through	Monday, January 13, 2025 May 1, 2025 at 4:00 p.m. PST
Work to begin no earlier than:	Monday, August 26, 2024
Duration of Services	Through June 30, 2025; annual extensions possible
<i>Note: All dates are preliminary and subject to change.</i>	

II. Purpose

To secure (a) project team(s) to provide communication support and services for the California Collaborative for Educational Excellence to achieve the following objectives set forth in its strategic plan for communications:

1. Increase awareness of what CCEE has to offer to the California TK-12 education field,
2. Elevate CCEE’s value as a partner that supports local educational agencies (“LEAs”) to achieve LCAP goals and accelerate learning, and
3. Build and deepen relationships with TK-12 LEAs and educational partners.

III. Background and Legislative Goals

CCEE was created to “advise and assist” LEAs with achieving the goals set forth in their Local Control and Accountability Plans (“LCAPs”). (Ed. Code § 52074.) In coordination with California’s Statewide System of Support, and in alignment with its Theory of Action, CCEE helps to build the capacity of LEAs to support the continuous improvement of pupil performance, address the achievement gaps between pupil subgroups, and improve outreach and collaboration with stakeholders to ensure that LCAPs reflect the needs of pupils and the community, especially for historically underrepresented or low-achieving populations. (Ed. Code § 52059.)

For more information about CCEE’s work and its initiatives, please visit the CCEE website at [Homepage - CCEE \(ccee-ca.org\)](http://ccee-ca.org).

CCEE Theory of Action

As shown in the graphic below, CCEE’s Theory of Action is predicated on its fundamental charge to build capacity at the local level to implement systemic changes that improve student outcomes, especially for historically underrepresented, under-served, or low-achieving student groups.

CCEE has anchored its capacity-building around two key concepts central to the work of CCEE: (1) the implementation of continuous improvement processes, and (2) the examination of equity as it relates to decision-making and shaping student outcomes. CCEE has further defined its work around capacity-building to include changes in knowledge, information, tools, and processes as well as the changes in beliefs, values, and implicit biases that impact individual- and systems-level decisions that ultimately shape instructional practice.

Ultimately, the question that shapes CCEE’s work is being able to address, “How does working with CCEE change partners’ knowledge, practice, and mindset around the impact that implementing continuous improvement processes with an equity-oriented perspective has on outcomes for their students?” The focus of this RFP is to solicit proposals that help the organization effectively communicate success in addressing this question and achieving the foundational goal of building capacity throughout the system to improve student outcomes.

Graphic 1. CCEE Theory of Action



More information about CCEE’s Theory of Action can be found at: <https://ccee-ca.org/theory-of-action/>.

IV. Scope of Services

CCEE is seeking proposals to provide communication support and services aligned with its Theory of Action and areas of focus outlined in this section. The proposed communication opportunities should aim to support CCEE achieve its objectives as outlined in the strategic plan for communications that are aligned to the CCEE Theory of Action and Statewide System of Support.

CCEE’s communication work is anchored in its Theory of Action as described in the above section. In addition to its Theory of Action, CCEE applies its Quality, Relevance, and Usability Rubric (“QRU Rubric”) to all identification, development, dissemination, and evaluation of its work. The QRU Rubric is used to assess resources, practices, and supports on three metrics:

- Quality (Q)—Is the communication tool/resource based on industry research, evidence, and/or best practice? Is success measured through benchmarks and specific outcomes to demonstrate impact?
- Relevance (R)—Does the communication support align with CCEE’s target audience to communicate relevant content?
- Usability (U)—Is the communication information timely and immediately usable

without requiring time- or effort-consuming adaptations to be effective and applicable?

Respondents must describe how their approach to communication resources and supports are aligned with CCEE's Theory of Action focused on capacity building and the QRU Rubric, which measures whether communication resources are evidence-based, specific to user/context, and immediately usable. In addition, Respondents must provide evidence of how their resources and tools to support communications are effective, particularly against industry benchmarks.

In addition to the above, Respondents must include the following components in their Proposal:

A. Method of Delivery

Respondents must describe their proposed method(s) of delivery when developing their Proposal for the development and implementation of communication supports. Proposals may include one specific delivery method and relevant subtasks or as a combination of delivery methods and multiple tasks and subtasks. For example, a Proposal may describe Audio and Visual resources with Digital Marketing and Branding support. Therefore, methods of delivery may include one or more of the following:

1. Digital Presence and Content
 - Website and Microsites: Website, Microsites, Search Engine Optimization, and Website Posts
 - Social Media and Blogs: Social Media, Friday Feature, Hot Topic Blog, and News Announcements
 - Video and Audio Content: Videos and Podcasts
 - Interactive and Visual Content: Interactive Tools and Infographics
2. Outreach and Engagement
 - Direct Outreach: Outreach-Legislature, Outreach-Select LEAs, Outreach-General Listserv, Outreach-Expanded Partners, Outreach-Governing Board, Outreach-Advisory Council, Outreach-Education Partners
 - Email and Newsletter Campaigns: Newsletter, Email Campaigns
 - Community Engagement: Online Community or Forum
3. Events and Workshops
 - Event Planning and Coordination: Event Calendar, Webinars, and Workshops (e.g., Open Doors)
4. Reporting and Analysis
 - Reports and Updates: Quarterly Reports, Annual Reports, Objective Key Results (OKR) Updates, Initiative Reporting Page, Impact Statements, Case Studies
 - Data and Analytics: Communication Analytics, Legislative District List, Internal Expenditure File, State Budget, Statewide Maps, Education Code Index, LEA Participation List, and Data for Impact
5. Support and Feedback
 - Resource and Support: Local Control and Accountability Plan Support and Frequently Asked Questions
 - Feedback and Evaluation: Surveys and Feedback Forms, Testimonies and Quotes

- Impact and Research: Impact Stories and Collaborative Research Reports

B. Content Areas

Respondents must also describe how their proposed method(s) of delivery will support one or more content areas. CCEE transforms public education, so every student is inspired and prepared to thrive as their best self in the world through a focus on the content areas below. Content areas represent CCEE priorities, initiatives, and projects. Proposals may focus on one particular content area or a combination of content areas. Content areas to support communication may include, but are not limited to:

General CCEE Information:

- **Statewide System of Support:** The California System of Support, central to the state's equity and local control commitment, connects educational entities through Lead Agencies to address inequities, boost LEA capacities, and promote collaboration.
- **Direct Technical Assistance:** CCEE champions equity and access for students by collaborating with county education offices, experts, and a network of specialists to provide holistic Direct Technical Assistance to Local Education Agencies.
- **Community Engagement Initiative:** The Community Engagement Initiative Expansion aims to increase pupil, family, and community involvement, standardize metrics, offer intensive staff training, and enhance CCEE's capacity to scale and align with the statewide support system.
- **Learning Acceleration:** The Learning Acceleration System Grant seeks to foster a California network advancing rapid student progress through sustainable resources and targeted professional development.
- **Learning Networks:** CCEE, in collaboration with LEAs and partner organizations, facilitate learning networks across the state, focusing on problems of practice identified by the LEA as an area of high need. Areas of focus included data review, analysis, and visualization; African American student success; chronic absenteeism; and Universal Design for Learning.
- **Open Door Sessions:** CCEE, in collaboration with LEAs and partner organizations, is hosting "open door" sessions to share innovative ideas from educational practitioners that highlight best practices, tools/resources, and strategies formed by the Whole Child Design Framework to support student learning. These sessions will provide opportunities for county office and/or district staff to listen and learn from each other across the state, and connect further, if interested.
- **Spotlights:** The Spotlights Project aims to celebrate some of the innovative, inclusive, and shareable practices that school and district teams have implemented to improve outcomes for students across our state.

We invite respondents to submit proposals to assist CCEE in enhancing our communications through various delivery methods, addressing a range of priorities, initiatives, and projects. CCEE is issuing this RFP to invite Respondents to respond to one or more of the Content Areas and Methods of Delivery described above.

Each selected Respondent will be expected to work closely with, and under the supervision of, assigned CCEE communications and program staff to complete each of the activities described in

the Proposal, including the identification, review, development, and delivery of the communication resources and services.

V. General Proposal Information

A. Respondents' Eligibility

Sole proprietorships, partnerships, and public or private agencies may submit proposals in response to this RFP. The Respondent must be legally constituted and qualified to do business within the State of California.

The Respondent responding to this RFP must serve as the Prime Contractor and will be the responsible entity for ensuring that all tasks and activities are successfully completed.

B. Minimum Qualifications for Respondents

Respondents must have a minimum of five years of recent (within the last seven years) experience in developing and delivering communication resources, tools, and sessions. Respondents must have a minimum of five years of recent (within the last seven years) experience working within the California educational context and have familiarity with key California education policy and accountability systems.

Please see Section VI.E., Qualifications of Respondent Personnel, for additional information pertaining to personnel requirements.

C. Questions and Clarifications

Respondents may submit questions and requests for clarifications or additional information regarding this RFP, in writing only, to Sehrish Anjum (the "CCEE Contact") at sanjum@ccee-ca.org. Questions and requests for clarifications may be submitted at any time up to Monday, August 12, 2024 at 4:00 p.m. (Pacific Standard Time).

CCEE will endeavor to provide responses and clarifications via CCEE's website at ccee-ca.org by Friday, August 16, 2024. At its discretion, the CCEE may respond to questions that are submitted late or not in proper form. The CCEE reserves the right to rephrase or not answer any question or inquiry submitted, regardless of timing or form of the question. Respondents are solely responsible for monitoring any questions or answers posted on the CCEE's website and incorporating any answer or information provided by CCEE into their Proposals. Respondents shall not contact any other CCEE or MCOE employee or agent regarding this RFP except for the CCEE Contact identified above.

VI. Proposal Specifications/Requirements for Submittal

Each Respondent must submit a Proposal that contains all the required items listed in this section. Any Proposal that does not include all required items may be disqualified from consideration, but the CCEE reserves the right to consider Proposals that do not meet all the requirements, at its sole discretion. Proposals should not be any longer than 15 pages, excluding curricula vitarum of identified personnel. Proposals can utilize tables and/or bullets to clearly communicate main ideas and flow of work.

A. Cover Letter (2 page maximum)

B. Scope of Project

While every Method of Delivery and Content Area outlined in Section IV, Scope of Services may not be included in the Proposal, the tasks and relevant subtasks for the methods and areas that are identified as relevant must be addressed in each Proposal.

Proposals must also include a description of Respondent's proposed work plan to accomplish the tasks described in the above-referenced Scope of Services. The work plan shall include a timeline, time estimates for each significant segment of the work, the number of staff to be assigned, the level of each of the staff members to be assigned, and any specialists or subcontractors who will be assigned.

C. Description of Respondent Organization (1 page maximum)

Include the name and contact information for your organization (address, telephone number, fax number), as well as the name and contact information (telephone number and email address) of the principal contact for your application. Provide a brief history of the organization, including:

- Number of years in business/practice
- Senior member(s) and length of association
- Whether the organization may have been known by a different name while under substantially the same management
- Location of office where project team members will design and oversee the evaluation program
- List of basic services generally provided by the organization

D. Organizational Capacity and Previous Experience (2 page maximum)

Proposals must describe and demonstrate the Respondent's capacity and ability to perform and administer all activities related to the communication activities they are proposing in the Scope of Services. This includes a demonstration of the Respondent's experience in developing and delivering communication sessions addressing the areas of focus identified in the Scope of Services. The Proposal must establish that Respondent meets the eligibility requirements set forth under Section V.A., Respondents' Eligibility.

Proposals must also reflect the Respondent's understanding of California education policies, especially those associated with the Local Control Funding Formula ("LCFF"), the California School Dashboard, the Statewide System of Support, as well as broader education policy and research as it relates to communications support outlined in this RFP.

If the Respondent will be subcontracting a portion of the work, the Proposal must describe and demonstrate the subcontractor's capacity and ability to perform the portion of the work in which the subcontractor will be involved. The Proposal must establish that all proposed subcontractors meet the eligibility requirements set forth under Section V.A., Respondents' Eligibility.

E. Qualifications of Respondent Personnel (2 pages maximum, including Organization Chart)

Please include the name of all individuals proposed by the organization to perform the duties described above in Section IV, Scope of Services, including the qualifications of each and what each would be doing. Current résumés for each individual must be included as attachments to the submitted Proposal and will be counted in the page limits.

E.1. Project Lead

Proposals must identify a dedicated Project Lead by name and include

descriptions of how the proposed Project Lead meets the qualifications described herein. The Proposal must describe how the Project Lead will effectively coordinate, manage, and monitor the efforts of assigned staff, including subcontractors and/or consultants, to ensure that all tasks, activities and functions are completed in an effective and timely manner.

The Project Lead will serve as the primary contact for the CCEE and will be expected to provide regular updates and ongoing communications with identified CCEE staff.

E.2. Changes to Key Personnel

Once a Respondent is selected, the assigned project personnel, including the Project Lead, cannot be changed or substituted without the CCEE's prior written approval. Any substitute personnel shall meet or exceed the qualifications and experience level of the previously assigned project staff/personnel.

E.3. Subcontracts

A subcontract is defined as any and all agreements between a Respondent and another entity, individual or business, for the accomplishment of any task, or component of a task, in whole or part, described in this RFP. All work assigned to subcontractors remains the responsibility of the selected Respondent. For each proposed subcontractor, the Respondent must include:

- a) Description of the activities and functions that will be performed by the subcontractor/consultant;
- b) Brief explanation as to why the subcontractor was selected; and
- c) Curricula vitarum for each consultant or personnel of a subcontractor who will be assigned to the project.

E.4. Organization Chart

An organization chart, including organizational titles, project roles, and names should be included with the Proposal.

F. Conflict of Interest

Please disclose any past or current business or other relationship(s) with the CCEE, CCEE Governing Board members, CCEE employees, or MCOE.

G. Costs and Fees (1 page maximum)

Provide an annual detailed breakdown of the proposed fees and costs for the activities described in the Proposal. The total annual fees and costs must be stated as a "not to exceed" amount. Describe Respondent's willingness to commit to the estimate provided, and what factors may influence the estimate in the event of technical and programmatic changes.

Regardless of the method of delivery and content area (see Section IV), please include:

- Cost to complete proposed deliverable
- Fee structure (e.g., hourly rate, fixed rate deliverable, or a combination of hourly rate within a fixed rate, not to exceed deliverable)
- Any additional relevant fees/costs

Due to the year-to-year nature of the CCEE’s funding, while Proposals may include multi-year project proposals, any contract with the selected Respondent(s) will need to be written such that it is for a single fiscal year with the ability to extend it to the next fiscal year at the exclusive option of the CCEE.

Respondents’ cost estimates may be a factor in awarding the contract. Since an RFP is not required, the CCEE/MCOE is not obligated to accept a Proposal based on cost estimates.

H. References (Half page maximum)

Provide a list of clients (including name, address, email address, and telephone number of contact person, as well as a bullet description of the work performed) for whom Respondent has performed similar services.

I. Submission Review Rubric

All Proposals will be evaluated using the following criteria:

Proposal Quality	Project Experience/ Organizational Approach	Team Strength
<ul style="list-style-type: none"> • Addresses all required components in the RFP • Includes specificity in deliverables and action steps • Activities/deliverables reflect CCEE’s Theory of Action • Demonstrates understanding and applicability of CCEE’s Quality/Relevance/Usability (QRU) rubric 	<ul style="list-style-type: none"> • Demonstrated experience conducting projects similar to size, scope and focus of the project outlined in the RFP • Organization can demonstrate impact of prior similar work • Demonstrates organizational flexibility of thinking to communications support • Ability to adapt to current/changing situations as they arise • Ability to respond to feedback 	<ul style="list-style-type: none"> • Demonstrates project management experience • Identifies project lead • Demonstrates expertise in appropriate delivery method(s) and content area(s) outlined in the submission

The CCEE reserves the right to assign weight to each of the criteria and to consider additional or different factors in its evaluation of the Proposals.

VII. Rights of the CCEE/MCOE

This RFP does not commit the CCEE/MCOE to award a contract or pay any costs incurred in the preparation of a response to this RFP. CCEE/MCOE, at its sole discretion, may reject all Proposals and/or enter into direct negotiations with a Respondent or other party and enter into an agreement for all or part of the services set forth herein outside of the RFP process. The CCEE/MCOE is not required by law to use an RFP process but has elected to do so for the particular services described herein in order to seek qualified parties who meet the CCEE’s unique service needs. The CCEE/MCOE reserves the right to accept all or part of any Proposal or to cancel in part or in its entirety the RFP. The CCEE/MCOE further reserves the right to select the Respondent(s) that it considers to be in the best interests of the CCEE.

VIII. Submission Details

- A. As noted above, the CCEE/MCOE will begin accepting Proposals upon the date of issuance of this RFP, and will continue to accept Proposals until ~~Monday, January 13, 2025~~ **May 1, 2025** at 4:00 p.m. (Pacific Standard Time). While CCEE will begin reviewing Proposals submitted by this deadline, Proposals may be submitted after the deadline, and, at its discretion, CCEE may review those Proposals as needed for this RFP or future communication service needs, which work may commence after the date identified in the timeline above. Regardless of the timing of submitting a Proposal, CCEE may reach out to Respondents at any time CCEE determines that it has a need for the resources and/or services proposed. Proposals that are submitted after the deadline must still adhere to all other requirements of this RFP.
- B. Respondents must submit an electronic signed copy of the original Proposal (as a PDF) via email to Sehrish Anjum (sanjum@ccee-ca.org) with the subject line: "Communication RFP Submission." Hard copy Proposals may not be accepted.
- C. Respondent shall be solely responsible for ensuring its Proposal arrives to the CCEE by the deadline set forth above in order to be eligible for CCEE's initial selection process. The CCEE/MCOE shall not be responsible for any technical issues with email delivery.
- D. All Proposals should be verified before submission. Adjustments may not be permitted after submission to the CCEE. The CCEE/MCOE will not be held responsible for any Respondent errors or omissions in the preparation of their Proposal.
- E. Any costs incurred by the Respondents in the preparation of any information or material submitted in response to this RFP shall be the Respondent's sole responsibility.
- F. The CCEE/MCOE reserves the right to reject any and/or all Proposals, or to refuse to negotiate or withhold the award of any contract, for any or no reason. The CCEE/MCOE may also waive or decline to waive irregularities in any Proposal. The CCEE/MCOE further reserves the right to select the Proposal(s) that it considers to be in the best interests of the CCEE.
- G. The CCEE/MCOE may begin negotiations with selected Respondents at the CCEE's discretion.
- H. Upon selection of a Respondent, the CCEE/MCOE shall provide an agreement for negotiation by the Parties.
- I. All Proposals submitted in response to the RFP become the property of the CCEE and a public record and, as such, are subject to public disclosure.

IX. Receipt of Proposals; Contact Information

Respondents are not to contact the Marin County Office of Education, including Board members, the Superintendent or any other employee or representative of the MCOE or the California Collaborative for Educational Excellence, including Board members, the Executive Director, or any other employee or representative of the CCEE, apart from the CCEE Contact identified herein, regarding this RFP. Contacting such officials, employees and/or representatives, other than the CCEE Contact identified herein, may result in the Respondent's disqualification. CCEE and MCOE

shall not be bound by any statement made by any CCEE/MCOE employee or agent regarding this RFP and/or the work set forth herein, except for the responses provided by the CCEE Contact as

set forth herein.

All inquiries or questions for additional information should be directed in writing to the CCEE Contact, Sehrish Anjum (sanjum@ccee-ca.org) by Monday, August 12, 2024 at 4:00 p.m. (Pacific Standard Time). CCEE will make every effort to respond, but any failure or delay in responding shall not excuse a Respondent's failure to comply with any requirements for submission set forth herein, including the submission deadline.

In order to be considered in the initial evaluation of timely Proposals, Respondents must submit an electronic signed copy of the original Proposal (as a PDF) via email to the CCEE Contact, Sehrish Anjum (sanjum@ccee-ca.org), by ~~Monday, January 13, 2025~~ **May 1, 2025** at 4:00 p.m. (Pacific Standard Time) with the subject line: "Communication RFP Submission."